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As the major distributor of books, the state-owned Hsin-hua Book Store has established 1,086 branches all over the country. The state-owned International Book Store became the special distributor of the books and periodicals imported and exported. In the main cities all over the country the Party has established 12 state-owned printing presses with modern equipment. Among these twelve, one is in Sian, Shensi, and one is in Urumchi (Tihua), Sinkiang. Private publishers, printers and distributors have mostly been forced out of business or have become a part of private state joint enterprises. For Northwest China, the most significant publishing house is the Nationality Publishing House in Peking which has been assigned to publish books in minority languages.

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In Northwest China itself, there are two leading publishing houses, one is the Northwest People's Publishing House in Sian, Shensi. The other is the Sinkiang Provincial (later regional) People's Publishing House in Urumchi (Tihua), Sinkiang. Both are state-owned but apparently the former is under the direct control of the Party, while the latter is under the control of the Provincial Government. The Northwest People's Publishing House uses the printing facilities of the Hsin-hua Printing Press in Sian. The Sinkiang Provincial People's Publishing House apparently has its own printing press since it has put special emphasis on publishing books in languages of the minority groups.

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The distribution of books and magazines in the Northwest is mainly dependent on the branches of the state-owned Hsin-hua Book Store. The short history of the Hsin-hua Book Store in Sinkiang illustrates this fact.

On January 10, 1950, the Sinkiang branch of the Hsin-hua Book Store was founded in Urumchi (Tihua). On March 19, April 19, and July 1 of the same year, the sales departments at South Main Street, North Main Street and Nan-liang in Urumchi (Tihua) opened for business respectively. In April, 1950, the Qomul (Hami) Branch opened. In June the Kashgar branch opened. In August, the branch stores in Sha-ch'e, Ili, Altai (A-shan), Chuguchak (T'a-ch'eng), Khotan (Ho-t'ien), Kharashar (Yen-ch'i), Aksu, and Manass (Sui-lai) opened as a part of the provincial government's project. In September, 1952, two branch stores were established in the industrial and mining districts Fu-wen and Tu-shan-tzu. In October, 1952, four branch stores started business in Karghalik (Yeh-ch'eng), Kucha (K'u-ch'e), Yangihissar (Ying-chi-sha) and Maralbashi (Pa-ch'u). Up to the end of 1952, there were 16 branch stores which, in turn, had established 48 sub-stations in counties where no branch store was in existence. At the end of 1950, "with the help of Soviet friends" the Hsin-hua Book Store took over the five International Book Stores at Urumchi (Tihua), Ili, Kashgar, Chuguchak (T'a-ch'eng) and Altai (A-shan).

549 668 177 443 On November 2, 1952, the Qomul (Hami) branch of the Hsin-hua Book Store established the first "self-service" sales station. In November, 1952, in Urumchi (Tihua), the store organized 116 special individual distributors in the various units of government offices, schools and military forces. At the same time, four more sales stations were established.

[489] [705] To ship the bulky and heavy books to the whole province, the Hsin-hua Book Store utilized the army transportation facilities. With the help of the army, 1,280,000 copies of elementary and middle school textbooks were delivered.

In August, 1952, Hsin-hua Book Store organized a moving supply section to go deep into the nomadic counties Barkul (Cheng-hsi), Ch'ang-chi, Hu-t'u-pi (Ching-hua) together with the Visiting Group of Sinkiang Provincial Government. It also established a [205] mail order department, accepting also orders for books published in other places in the country and the Soviet Union (Sinkiang jih-pao, January 11, 1953).

Distribution of Communist books has been pushed tremendously by the organized force of the Party. The distribution of the Selected Works of Mao Tse-tung in Uighur and Kazakh started with the organization of a distributing committee at every level of the Party organization above the county. Every member of the Party and the Youth League was required to join in the selling of the book, to his friends and acquaintances as well as in the bazaars. Every branch of the committees had a selling quota to meet. Dancing teams, drum teams performed and marched on the streets to promote the sale. Salesmen were carrying books to every door.

With this kind of high-pressured salesmanship, Hsin-hua Book Company sold in three years (1950-1952): 2,491,531 copies of books; 738,348 periodicals; 1,848,555 textbooks; 2,973,762 international editions of books and periodicals (This included Chinese, Uighur, Kazakh, Russian, etc., among which 1,200,000 copies were textbooks.) This is a total of 8,037,196 copies. Broken down by languages, the figures were:

Uighur	4,018,595	or 50%
Chinese	2,813,019	or 35%
Kazakh	482,232	or 6%
Mongolian	160,744	or 2%
Russian, Uzbek, etc.	562,603	or 7%

Compared with the past, these figures are impressive. The impression is modified, however, when the distributed titles are examined. Many of these publications were documents, handbooks, or propaganda pamphlets.

Among these, the periodical The Sinkiang Propagandist was distributed in 782,902 copies in three years. Another best seller was the Selected Works of Mao Tse-tung, translated into Uighur,

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Kazakh and Mongolian by the Propaganda Department of the Sinkiang Sub-Committee of the Chinese Communist Party, which sold 243,395 copies. In 1951 alone, Mao's books, On the New Democracy and On Practice, and the People's Democratic Dictionary sold 131,000 copies.

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IV. Books and Pamphlets

Because the Northwest has been culturally backward for years, most of the books there have been imported from outside. The cultural development of China has thus directly affected the situation in the Northwest. If there are more books published in the country as a whole, the Northwest will proportionally benefit by this fact.

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After the Communists took over, achievements in the publishing business were boosted. In 1951 it was reported that from January to July 6,754 different titles were published, an increase of 158% over the same period of 1950. Among these, 2,540 titles were popular reading. This raised the proportion of popular books to 40.9% of the total.

In an article published in 1952, Hu Yü-chih, the Director of the Publication Administration of the Central People's Government of China, made the following statements: "On October 12, 1951, vol. I of the Selected Works of Mao Tse-tung was published. So far 3,020,000 copies of the first two volumes of this series have been printed and distributed.... During the past three years, the state-owned People's Publishing Houses alone...have published 48 titles and 3,686,000 copies of the classical works of Marx, Engels, Lenin and Stalin...."

According to his statistics, books and periodicals published before and after the Communists' conquest compare as follows:

Year	No. Copies Published	No. Periodicals
1936 (Pre-Communist record year)	178,000,000	32,300,000
After:		
1950	274,632,630	35,301,679
1951	669,639,911	176,774,253
1952 (estimation)	882,000,000	180,000,000

He further stated that before the Communists took over, the average number of copies for each title besides textbooks was 2,000. In 1951, the number was 9,782, an increase of about five times. He named the four best sellers in 1951 as follows:

1. The Popular Edition of the Illustrated Explanation of the Marriage Law - 11,500,000 copies.
2. The Popular Edition of the Illustrated Explanation of the Regulations for Punishment of the Counter-Revolutionists in People's Republic of China - 10,680,000 copies.